The New York University Campaign

Campaign Report

Fall, 1975 Number 5

Ittleson Professorship Is Established in Fine Arts

President John C. Sawhill accepted on behalf of the University a check from Miss Winifred L. Grant, Supervisor, Community Relations, of New York Telephone. The check represented the final payment of a $60,000 pledge to the University's campaign and included an additional gift for ongoing support.

John Crittenden Sawhill, a 1963 alumnus of New York University's Graduate School of Business Administration and a former Assistant Dean and faculty member at the School, assumed the position of President of New York University on September 1. Dr. Sawhill is the twelfth chief executive and third President in the 143-year history of the University. The 39-year-old economist, administrator, government official, and educator succeeds Dr. James M. Hester.

In 1974, Dr. Sawhill served as Federal Energy Administrator. In this office, he supervised the development of government policy relating to energy conservation.

Dr. Sawhill received the B.A. degree from Princeton University in 1959. From 1960 to 1963, he studied for the Ph.D. degree at New York University's Graduate School of Business and simultaneously joined the School's administrative and teaching staff. Appointed an Assistant Professor, he taught courses in advanced statistical theory and corporate finance.

Mrs. Sawhill also attended New York University. A 1962 alumna of Washington Square College, she received the Ph.D. degree from the Graduate School of Business Administration in 1968.

A GIFT OF $750,000 from the Ittleson Family Foundation has endowed the Henry Ittleson, Jr. Professorship in Modern European Art at the University's Institute of Fine Arts. The Ittleson Family Foundation made the gift in honor of the late Henry Ittleson, Jr., former chairman and director of the C.I.T. Financial Corporation.

In acknowledging the gift, Dr. Jonathan M. Brown, Director of the Institute, stated: "The Henry Ittleson, Jr. Professorship marks an important milestone in the Institute's history, as European art has traditionally been a major field of study and research at the Institute. The generosity of the Foundation will be appreciated greatly by our students past, present and future as a sign of our commitment to the field and as the means by which this commitment will be realized in the future."

A devoted art collector, Mr. Ittleson served as an honorary trustee of the Metropolitan Museum of Art from 1968 until 1970. He established an endowed fund at the Museum to enable students to serve an internship in a department of their choosing, to finance travel in this country and abroad in connection with their studies, and to provide tuition assistance to enable staff of the Metropolitan Museum to pursue advanced courses in fine arts and archaeology. The Mr. and Mrs. Henry Ittleson, Jr. Purchase Fund, established by Mr. Ittleson at the Metropolitan Museum in 1955, has made it possible for the Museum to augment its noted collection of nineteenth- and twentieth-century art.

The Institute of Fine Arts has long maintained a close association with the

continued on page 2

Offsite
LD
3855
.N41
A05
(1975-Fall)

New York University Institute of Fine Arts is located at 1 East 78th Street in the James B. Duke House which was given to the University by Miss Doris Duke.

Scholarship Fund Commemorates Graduation

THE ARTHUR C. FATT SCHOLARSHIP FUND was recently established at the College of Business and Public Administration by a gift of $50,000 from Mr. Arthur C. Fatt. A 1925 alumnus of the School of Commerce. Mr. Fatt made the gift to mark the fiftieth anniversary of his graduation.

Founder-chairman of Grey Advertising, Mr. Fatt served on the Executive Committee of the National Advisory Committee of the United States Department of Commerce. He was recently presented with the Madden Memorial Award, which is given each year by the College of Business and Public Administration to alumni "whose careers have exemplified outstanding achievement in business, industry, or professional life." Established in 1951, the awards are named in memory of Dr. John T. Madden, Dean of the School from 1925 to 1948.

In the citation accompanying the presentation of the award, an account was given of the start of Mr. Fatt's career: "More than fifty years ago, Arthur Fatt walked through the door of a three-man, one-room office and came out with a job. The letters on the door spelled 'Grey Advertising,' and he was all of 17 years old. A New Yorker born and bred, Grey's new stockboy had graduated from the city's public schools and was continuing his education at our own School of Commerce. This illustrious alumnus was to spend his entire professional life with the same organization, becoming a full-fledged partner of the rapidly expanding firm only a few years after his humble arrival on the advertising scene . . . Today, Grey Advertising has offices in 16 countries and a staff of 4,500."

In the current campaign of the University, scholarship support is a major priority. Mr. Fatt's gift is generous recognition of this essential need and helps importantly to meet it.

Ittleson *continued*

Metropolitan Museum of Art, as it does with other major museums of the city. In collaboration with the Museum, the Institute initiated an advanced program for the education of museum curators. The program offers selected students the opportunity to work closely with senior curators of the Museum, to participate in the activities of their departments, and to study in detail particular objects in the collections. Since 1968, the Institute has also collaborated with the Metropolitan Museum in a major archaeological excavation in Southern Iraq.

The Institute of Fine Arts is recognized in this country and abroad for the quality of its programs in art history, archaeology and conservation. In a recent report by the American Council on Education, the Institute was ranked first among university departments offering graduate study in the history of art.

Other endowed professorships at the Institute include the Robert Lehman Professorship of Fine Arts, the Avalon Foundation Professorship in the Humanities, the Ailsa Mellon Bruce Professorship of Fine Arts, the Edith Kitzmiller Professorship of the History of Fine Arts, and the Hagop Kevorkian Professorship of Islamic Art.

Education Program with Israel Funded

THE JOSEPH FELS FOUNDATION recently made a grant of $75,797 to the Institute for Developmental Studies in the School of Education, Health, Nursing and Arts Professions. The award will further educational innovation in Israel through a program jointly sponsored by the Israel Ministry of Education and the Institute. The Joseph Fels Foundation previously supported the initiation of the project with a grant of $49,723.

The program is designed to familiarize selected Israeli educational professionals with innovations in learning techniques, curriculum development, and teaching aids. Program participants later disseminate this information to other Israeli educators. During the 1974-75 academic year, four Israeli educational professionals studied at the Institute for Developmental Studies and visited high schools in the New York metropolitan area. Under the second-stage of the program, they will return to Israel where they will conduct seminars on educational innovation for faculties of teacher-training colleges. In the third stage of the program, planned for 1977, these faculty will instruct student teachers in the new educational techniques.

Established at the University in 1966, the Institute for Developmental Studies is an interdisciplinary research unit devoted to investigating the relationship between environment and human behavior with particular reference to children and development processes. The Institute conducts basic and applied research in this field, organizes model day-care centers and other educational programs for children, and provides advanced training for educational professionals.

AVER
DURS

New State Grant Furthers Progress on Dental Science Building

FOLLOWING A $3-MILLION SUPPLEMENTARY GRANT from the State of New York toward the proposed Dental Science Building at New York University Dental Center, the University has invited contractors to submit bids for the construction of the building. If bids are approved by the University's Board of Trustees, work on the project will begin in the fall.

The supplementary grant brings total state funding for the project to $8-million. Earlier this year, a Federal grant of $8-million was made by the Department of Health, Education and Welfare. Other major gifts have been received toward the total cost of $20-million.

The Dental Science Building, which will adjoin the Clinical Science Building, will constitute a major addition to New York University Dental Center, which is recognized as one of the leading dental centers in the country. The College of Dentistry has the highest undergraduate enrollment and most extensive postgraduate and speciality training of any dental school in the nation. Over 700 students are enrolled for the first professional degree with an additional 172 in post-graduate programs.

Furthermore, the Center operates the largest complex of dental clinics in the country. An average of 800 patients daily are treated in nine clinics and three special treatment infirmaries, and special programs are conducted for the handicapped, the aged, and the homebound.

Facilities in the Dental Science Building will advance new methods of dental health instruction, promote more intensive interdisciplinary study and research in the biomedical sciences, and make possible the care of significantly more patients. Of central importance are 256 operatory units which will occupy four floors of the 12-story building. Each operatory will include a dental chair unit, X-ray, lights, and a full range of modern professional dental equipment. In addition, the building will house two preclinical laboratories, in which students will undertake the practice of dentistry upon mannequins which simulate as closely as possible work upon a patient. This instruction is an essential prerequisite to clinical study.

A rendering of the Dental Science Building. Architects: Pomerance and Breines.

The other primary facilities in the Dental Science Building will be teaching and research laboratories in the biomedical sciences: anatomy, physiology, pharmacology, histology, pathology, microbiology, and biochemistry. Four floors of the building are designed to promote the close correlation of study and research in these sciences, which are basic to the practice of dentistry.

The building will also house the John and Bertha E. Waldmann Memorial Library, which will have stack space for 50,000 volumes and study accommodations for 132 students; the 500-seat Maurice J. Saklad Auditorium, constructed as a wing to the main building; and the Samuel and Hannah Holzman Lecture Hall. Dental care services will be furthered by three special clinics, including the first clinic of its kind devoted to preventive dental therapy, an area of dentistry in which the Dental Center has long been a leader.

Commenting on the new Dental Science Building, President John C. Sawhill said: "The Dental Science Building will advance the outstanding programs of dental education, research, and patient care for which New York University Dental Center has long been noted. It will continue the University's tradition of superior education in the health fields combined with responsiveness to the social and health needs of a large urban population."

Dr. Donald B. Giddon, professor of dental ecology and assistant dean for administration at Harvard University School of Dental Medicine, was recently appointed Dean of the College of Dentistry.

The Dental Center is located within one of the great health complexes of the world. Within the space of ten blocks on First Avenue, between Twenty-third Street and Thirty-fourth Street, are to be found health facilities of a diversity and quality unsurpassed anywhere. The proximity of the Dental Center to the University's own Medical Center, to Bellevue Hospital Center, the Institute for the Crippled and Disabled, New York Veterans Administration Hospital, and other health facilities is an incomparable asset.

1. *The New York University Dental Center and the site of the Dental Science Building.*
2. *The Institute for the Crippled and Disabled*
3. *New York Veterans Administration Hospital*
4. *Hunter College—Bellevue School of Nursing*
5. *New York City Public Health Laboratories*
6. *Bellevue Hospital Center*
7. *Office of the Chief Medical Examiner of the City of New York*
8. *New York University Medical Center*
   School of Medicine
   Post-Graduate Medical School
   University Hospital
   Institute of Rehabilitation Medicine

IBM Supports Business and Mathematics

INTERNATIONAL BUSINESS MACHINES CORPORATION has made a grant of $500,000 to the University. Awards of $250,000 each were made to the Graduate School of Business Administration and to the Courant Institute of Mathematical Sciences.

The grant of $250,000 to the Graduate School of Business Administration will support the development of a Simulation-Based Training and Research Laboratory with capabilities that are currently unavailable in academic institutions throughout the world. The new simulation laboratory will constitute a major extension of the School's current simulation program, the "Management Game," which is a complex, man-machine simulation of business, financial, economic, and political interrelationships.

The new simulation laboratory will include capabilities on both a national and international basis, and will provide students with a realistic experience of contemporary international business decision-making situations. The laboratory will also incorporate a data base, advanced computational facilities, and a comprehensive library of computer programs and records.

The Graduate School of Business Administration, which awards degrees at the masters and doctoral levels, is nationally recognized for the quality of its business education. The School conducts research programs in all aspects of marketing, business, and finance.

IBM's grant to the Courant Institute will support young faculty members. The grant will assist in the recruitment of outstanding young teachers and researchers at the assistant professorship level. It will also provide for graduate fellowships.

The IBM Corporation and the Courant Institute have enjoyed close scientific ties, beginning with Richard Courant, who was a scientific advisor to IBM. Several IBM scientists serve as adjunct professors at the Institute.

The Courant Institute of Mathematical Sciences is recognized as one of the nation's leading centers for study and research in applied mathematics.

Grant Will Assist Business Students

A GIFT OF $50,000 from the John Ben Snow Memorial Trust was made to the John Ben Snow Scholarship Program at the College of Business and Public Administration. Established in 1971, the Program has financed scholarships for over sixty deserving students. Earlier this year, the John Ben Snow Memorial Trust made a similar grant to the Root-Tilden Scholarship Program at the School of Law.

The late Mr. Snow was a corporate executive and director of F.W. Woolworth and Company, Ltd. He later became chairman of the board of Speidel Newspapers, Inc. A 1904 graduate of the School of Commerce, Mr. Snow has provided $600,000 for scholarship support at the College of Business and Public Administration and the School of Law. Other major gifts included a grant of $245,000 to the Graduate School of Business Administration, and naming gifts for facilities in Tisch Hall. Dining rooms at the School of Law, the Graduate Business Center, the Medical Center, and a reading lounge in Bobst Library are named in his honor.

Bequest Made to Medical Center

A BEQUEST OF $207,750 from the estate of Gertrude S. Thomas was received recently by New York University Medical Center. The unrestricted bequest will further the programs of the Medical Center.

Commenting on the bequest, Dr. Ivan L. Bennett, Dean of the School of Medicine, said: "The bequests of friends and other unrestricted gifts constitute a source of major support for the Medical Center. Such gifts provide for the general operation of the Center and help realize the Center's priorities. This generous bequest will contribute to the Center's programs in eduaction, research, and health delivery."

New York University Medical Center has pioneered in the expansion and integration of medical education, research, and patient care. The Center comprises New York University School of Medicine, the Post-Graduate Medical School, University Hospital, and the Institute of Rehabilitation Medicine. One of the oldest and largest privately supported medical schools in the country, the School of Medicine enrolls over 650 students.

Foundations Support Town Hall Campaign

NEARLY TWO-THIRDS OF THE $365,000 goal of the Town Hall fund-raising campaign has been realized. The campaign seeks to raise funds to underwrite Town Hall's program of activities for the next three years. Since acquiring Town Hall in 1958, the University has operated the mid-town cultural center for the benefit of the city in general. The fund-raising campaign affords friends of Town Hall the opportunity to provide financial support for Town Hall's programs.

A grant of $100,000 from the Shubert Foundation, Inc., was recently made to the Town Hall campaign. The grant will help finance Town Hall programs for a three-year period. The Foundation will provide an additional $25,000 toward the refurbishment of the building, and will provide technical advice on the refurbishment project.

Other significant gifts in the campaign were made by the Billy Rose Foundation, Inc., Surdna Foundation, Inc., The New York Community Trust, the H. B. Cantor Foundation, and the Durst Foundation, Inc.

Established in 1921 as a lecture hall for adult education, Town Hall soon became a major cultural center of New York City. Outstanding acoustics contributed to the distinction of the hall, and such noted composers as Rachmaninof and Bartok introduced their works to New York audiences at Town Hall. The radio program "America's Town Meeting of the Air" was produced for over 20 years in Town Hall.

In recent years, Town Hall pioneered special cultural services for its immediate neighborhood. The "Interludes" series of concerts and lectures is held immediately after office hours for mid-town commuters. Special programs for senior citizens, children, and ethnic groups are offered.

University Notes

Television Service for Senior Citizens Is Funded

An award of $400,000 from the National Science Foundation will finance the testing and evaluation of a pioneering cable television communication service for senior citizens. The program was jointly developed by the School of the Arts and the Graduate School of Public Administration. The two-year project, which will be conducted in Reading, Pennsylvania, will institute two-way closed-circuit television contact between senior citizens and local government officials. The service is designed to provide older persons with direct access to local officials, who will answer questions and provide information on issues of concern to older citizens. In addition, regular programs on subjects of interest to older persons will be transmitted.

Planning Council Formed at School of the Arts

An advisory council has been established to provide guidance on the further development of the School of the Arts. The council includes prominent figures in the arts, the performing arts, and the communications field.

Members of the Planning Council include: Mrs. Douglas Auchincloss, Mrs. Armand Bartos, Leonard Bernstein, Guy J. Charlap, Richard M. Clurman, Irwin Sonny Fox, Mrs. John Fairchild, Stephen O. Frankfurt, Leo Jaffe, Stanley E. Kramer, Alan Landsburg, Enoch Light, Sidney Lumet, Donald H. McGannon, Robert H. Montgomery Jr., Harold S. Prince, Richard Rodgers, Mrs. Arnold Schwartz, J. S. Seidman, Isaac Stern, Roger L. Stevens, Mrs. O. Wrightson Switz, and Joseph H. Taggart.

The School of the Arts enrolls nearly 1,500 students, including students from 30 states and several foreign countries. Nearly 200 graduate and undergraduate courses are offered in four curriculum areas—theater, drama, film and television, and cinema studies.

Gallatin Associates continue Albert Gallatin's tradition of public service and support for New York University. Statesman, financier, and a leading founder of the University, Gallatin was instrumental in securing broad support for New York University and in raising financial backing for the new enterprise. In 1831, the year of the University's founding, Gallatin served as first President of the Council of New York University.

Gallatin Associates contribute $1,000 or more each year to the University. Gifts totaling $50,000 or more qualify donors for life membership in the Associates.

Associates give of their experience and insight in advising on the conduct of the University. They constitute a "family of friends" of the University and serve as goodwill ambassadors to the community.

The annual Gallatin Associates dinner will be held on Tuesday, December 2, at The Plaza Hotel.

Grant Supports Study in Communications

THE ROCKEFELLER FOUNDATION recently donated $35,000 to help finance planning and development of a new communications program at New York University School of the Arts. The new program, which will be offered at the graduate and undergraduate levels, will consider the applications of nonbroadcast communications media to numerous professional fields. Instruction will be provided on the use of communications technology in the arts, medicine, social welfare, education, and the television industry itself.

The new program will incorporate within an academic discipline advances made by the Alternate Media Center, a funded research center established by the School of the Arts in 1971. The Center, which works in the area of information technology and cable television, pioneered the application of communications technology in a variety of fields.

The Rockefeller Foundation has given sustained support to the School of the Arts. In 1965, it made a founding grant of $750,000 to the School. Other major gifts included a grant of $100,000 to help establish the Theater Program, and a grant of $300,000 to establish post-graduate performing ensembles. The Foundation has contributed a total of $63,519 to the Alternate Media Center to finance study of the application of closed-circuit television to medical health care.

CAMPAIGN REPORT

Office for Development
New York University
3 Washington Square Village
New York, N.Y. 10012

NONPROFIT ORG.
U. S. POSTAGE
PAID
NEW YORK, N.Y.
PERMIT NO. 7931

THE DURST FOUNDATION INC
MR SEYMOUR E DURST
1133 AVENUE OF THE AMERICAS
NEW YORK N Y 10036

1975SEP29 P 3:03

04L11595 B0822